

Presentation to Legislative Committee on Economic Development

Steve Helmbrecht

Vice President, International
Itron, Inc.

August 3, 2004





Itron History. . .

Itron Technology

- > Over 25 Years in Business
- > Over 3,000 Customers Worldwide
- > Over 30 Million AMR Modules Sold
- > Over 250 Million Meters Read with Itron Technology



July 2004 Acquired Schlumberger Electricity Metering

2002 – 2003 Acquired technology companies for energy data management, load forecasting, T&D design and workforce management

Early 1990's – Introduced Automated Meter Reading (AMR) solutions to U.S. market

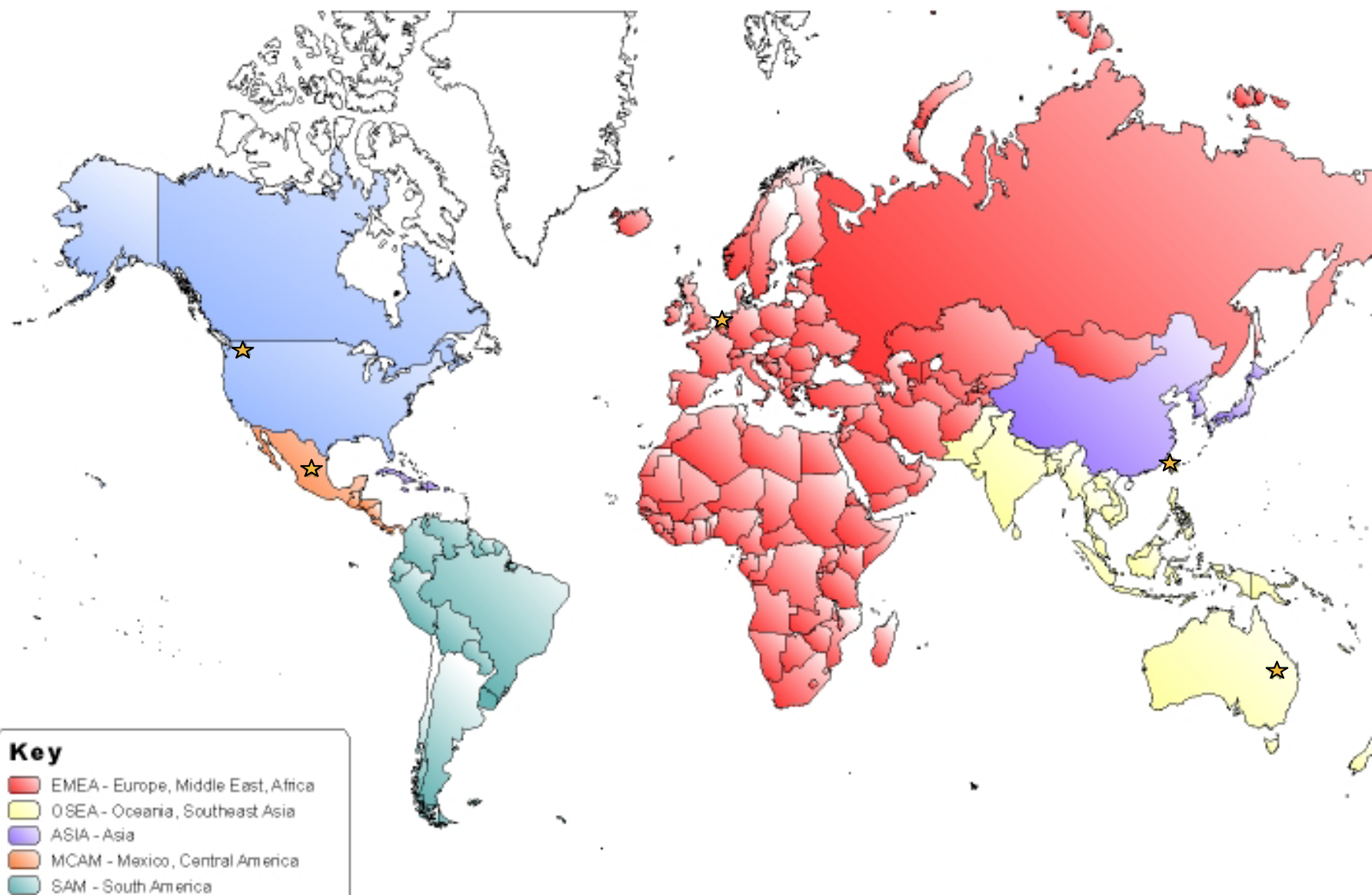
Early 1980's – Introduced handheld meter reading systems to U.S. market and expanded to international markets (late 1980's)

Founded in 1977 in Spokane by utility executives and engineers

2003 Revenue: Over \$315 million (USD)



International Regions





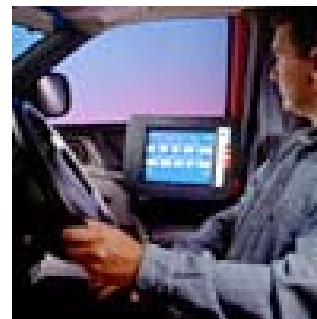
Technology Exports



CENTRON Meter



Meter reading handheld



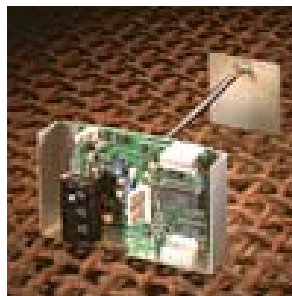
Mobile AMR



ERT Meter Modules



SENTINEL Meter



Fixed Network AMR



Energy Management
and Forecasting
Software



International Customers



Trinidad & Tobago Electric Commission



Hong Kong Electric



الشركة السعودية للكهرباء
Saudi Electricity Company



Electricity Supply Board Ireland



Federal Electric Commission of Mexico



Tokyo Electric Power Company



China Light & Power



KYUSHU ELECTRIC POWER CO



TXU Australia





Users Around the World





Involvement in Trade Organizations/Relations

- > Member, International Trade Alliance (ITA) since 1996
- > Participant, WA Trade Mission to Taiwan (April 2004)
- > Participant, WA Trade Mission to Mexico (June 2004)
- > Hosted CTED delegation visit and facility tour of Itron offices (June 2004)
- > Finalist, Governor's Trader of the Year Award (World Trade Club) (2003, 2004)



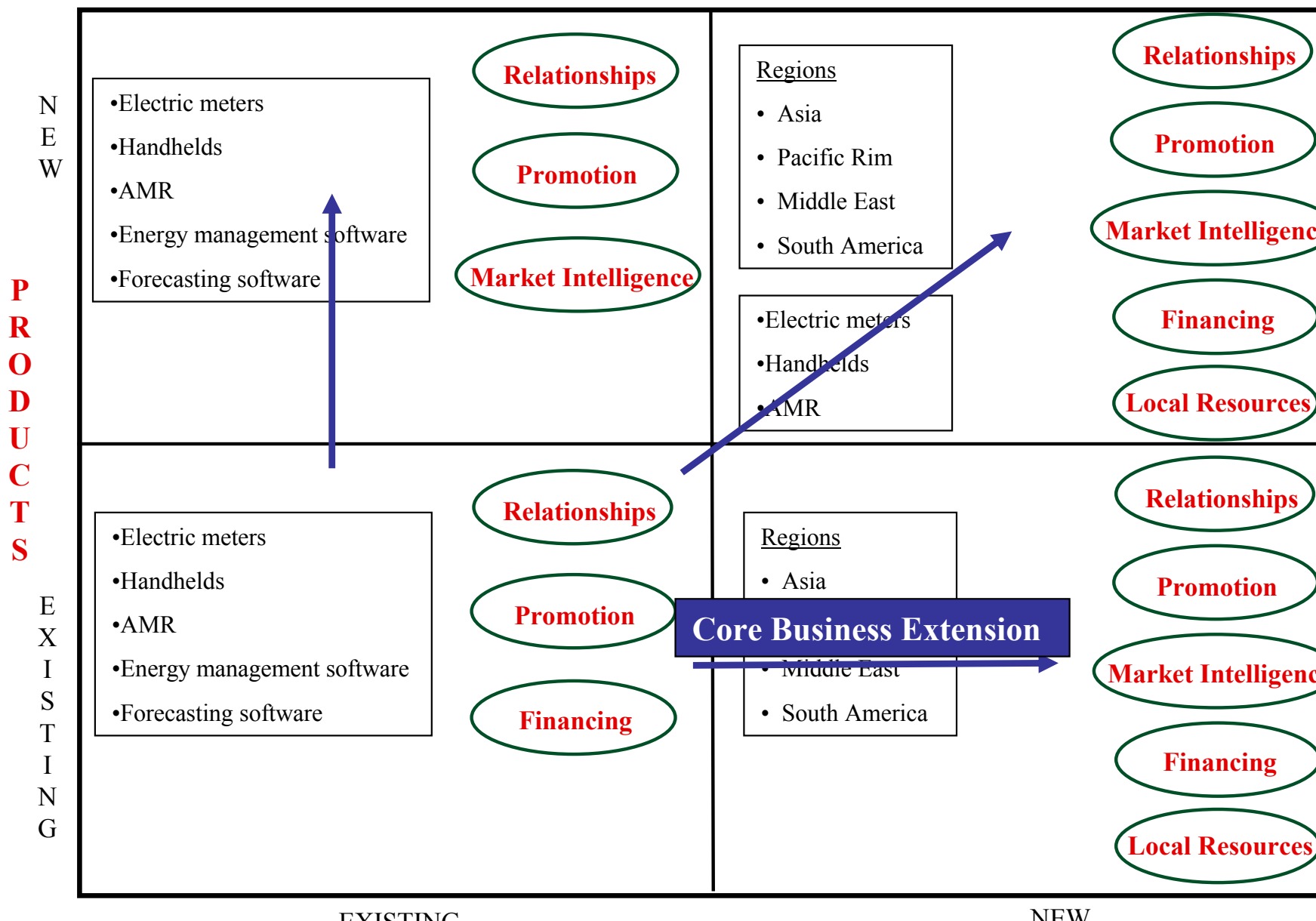
Why Support International Trade?

“Ours is a bottom-line approach: when your company prospers, Washington does, too.”

- www.cted.wa.gov



International Growth Strategy





Relationships

**Regional/State/Local
Focus**

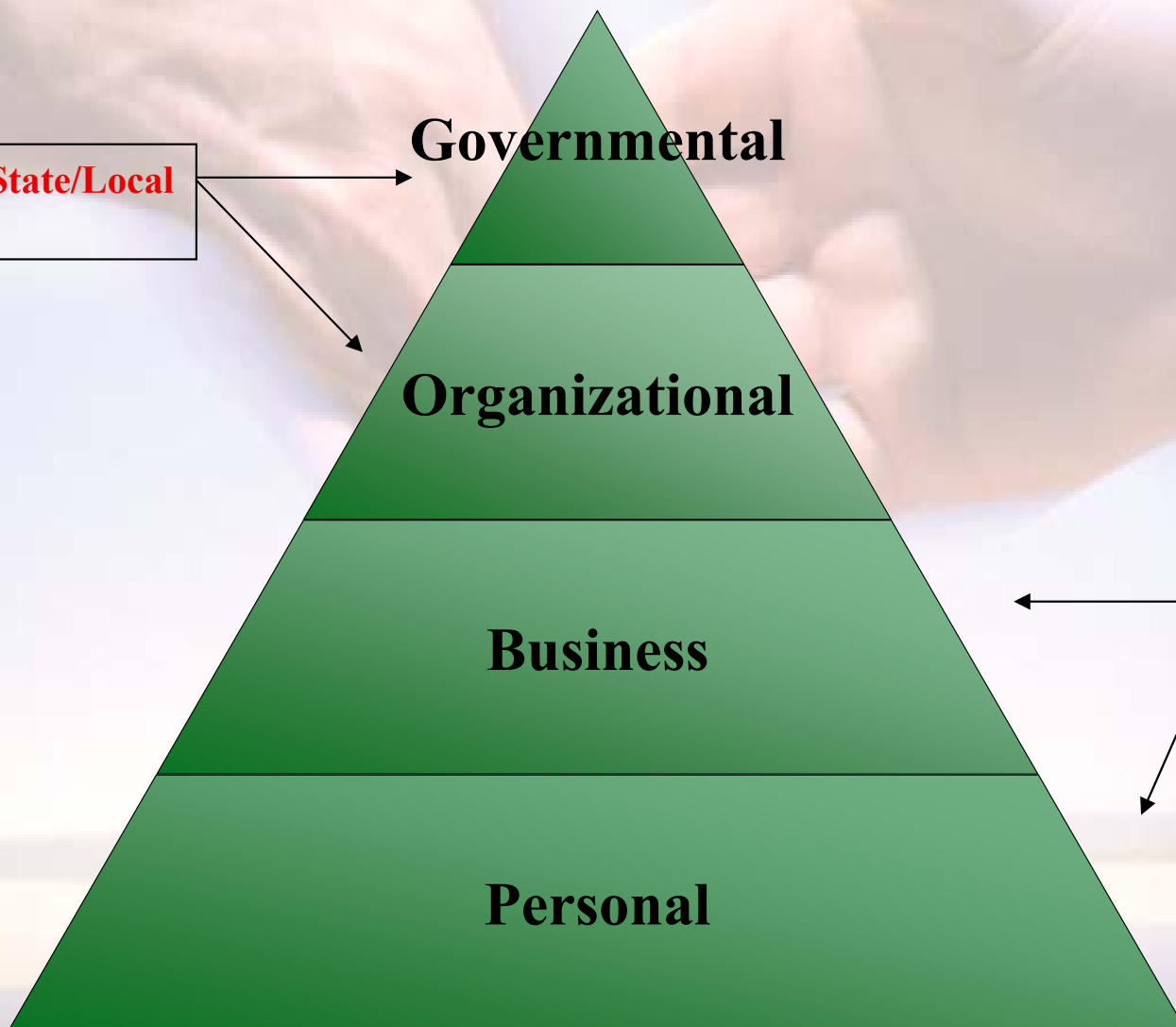
Governmental

Organizational

Business

Personal

Itron Focus





Advice to Globally Expanding Businesses

- > When starting out, do your research
- > Stay true to your core business and what you do best
- > Know the customer's business
- > Be open to forming alliances
- > Utilize federal, state and local government, and trade organizations
 - Be proactive, ask for help
 - Get educated
- > Build strong relationships



Why Promote Trade for Economic Development?

Question: “Why do we need additional tools to boost our potential?”

Answer: **COMPETITION**



Conclusion

- > Washington-based companies (statewide) export world-class goods and services
- > International trade is a crucial part of our state economy
- > Global business is great for our region
- > Being based in Spokane region is not an impediment to doing business internationally
- > Collaboration works

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